

# AUSTRALIAN & NEW ZEALAND Grapegrower & Winemaker

An Award  
Winning  
Publication



## Media Kit 2022

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# What is the Grapegrower & Winemaker?

The focus of the **Grapegrower & Winemaker** is on practical solution based information for the wine & viticulture industry. It also covers topics related to business & technology, plus sales & marketing. It profiles industry professionals, wineries, plus wine and grape varieties. It is the official newsletter distributor of choice for Wine Australia.

**It's essential reading for wine industry professionals and producers.**



## We are ... Targeted

Grapegrower & Winemaker subscribers represent all industry categories including grape growers, propagationists, wine makers (private and corporate), cellar door, managers, marketers, engineers, suppliers and educators.

## Authentic

Align your business to a trusted publication. Grapegrower & Winemaker is the award-winning\* market leader, and has been serving the industry since 1963.

\* Wine Communicators Awards 2017  
Best Wine Publication (Trade or Technical)

## Connected

Grapegrower & Winemaker is highly regarded and recognised for keeping readers abreast of changing wine industry markets ahead of their competitors, connecting buyers & suppliers.

**We've built the relationships,  
now let us refer you.**



**I find the whole magazine interesting and it's always very helpful to all areas of our business. I love reading it every month!**

Jacob Stein - Director & chief winemaker Robert Stein Winery

# Why advertise in the Grapegrower & Winemaker?



1

Get your company & message in front of the wine industry decision makers.

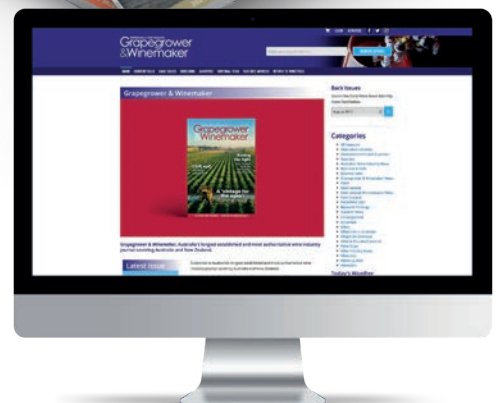
2

Grapegrower & Winemaker is unsurpassed in penetration into SME wine industry businesses.

3

It works! With a loyal readership of over 2,000 subscribers, successful companies choose to advertise, and renew their advertising annually.

**Position your brand in the leading industry magazine that is popular amongst industry decision makers, including SMEs, vigneron, business owners, winemakers, grapegrowers, consultants & educators.**







# BE SEEN!

**6,800** Readership of print copies\*

**2,000** Subscribers\*

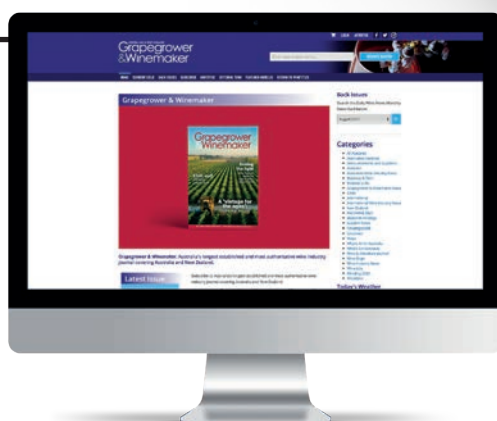
**1963** Serving the wine & viticulture industry for 58 years

**2017** Best Wine Publication (Trade or Technical) for 2017 - Wine Communicator Awards

## Practical information for the wine & viticulture industry

### Who's reading the Grapegrower & Winemaker?

Grapegrowers, propagationists, winemakers (private & corporate), cellar door managers, marketers, engineers, suppliers, educators and more.



### Online

Each issue is available online, with searchable archive of articles for longevity of content and adverts.

\* Publisher's claim

# Where can you go in the GW?

Position yourself in the Grapegrower & Winemaker and take your opportunity to stand out to the decision makers in the wine industry.



Grapegrower & Winemaker an award winning core industry medium which communicates practical solution based information for wine and viticulture decision makers. This monthly publication offers comprehensive coverage on the latest industry news and information, conveniently segmented into regular sections of news, grape growing, wine making, business and technology, sales and marketing. It is the official newsletter distribution choice of the Wine Australia and Australian Vignerons.

## Grapegrower & Winemaker features for 2022

We have dedicated sections for grapegrowing, winemaking, business & technology and sales & marketing. In addition, we have an annual features plan where your products and services can be more specifically aligned.

### JANUARY 2022

**THEME:** FERMENTATION

**FEATURES:**

- GG** Vineyard Management; Pest & Bird Control
- WM** Fermentation, Winery Pumps
- BT** Technology (AR, Video, Podcast, etc)
- SM** International Logistics & Handling

**Booking deadline: 29 November**

**Artwork deadline: 1 December**

### FEBRUARY 2022

**THEME:** BOTTLES & BOTTLING LINES

**FEATURES:**

- GG** Vineyard Tractors & ATVs
- WM** Bottling Lines; Waste Water Management
- BT** Cork & Cork Composition; IT software
- SM** Distribution & Security; Bottles & Cans

**Booking deadline: 3 January**

**Artwork deadline: 5 January**

### MARCH 2022

**THEME:** VINEYARD FOCUS

**FEATURES:**

- GG** Precision Viticulture; Weather Forecasting; Fertilisers
- WM** Filtration
- BT** Review of Industry Apps; Education & Training
- SM** Bottle Design

**Booking deadline: 31 January**

**Artwork deadline: 2 February**

### APRIL 2022

**THEME:** TOP 20

**FEATURES:**

- N** Top 20 Wine Companies Annual Review
- GG** Vineyard Safety/OHSW; Spotlight on Riverina
- WM** Winemaking equipment; Additives & Gases;
- BT** Mergers & Acquisitions; Insurance & Finance
- SM** Label Printing

**Booking deadline: 28 February**

**Artwork deadline: 2 March**

### MAY 2022

**THEME:** WINEGRAPE VARIETIES

**FEATURES:**

- GG** Nursery Stocks; Vineyard Trellising & Repairs; Pruning & Equipment; Spotlight on Murray Darling
- WM** IT in the winery; Filtration
- BT** Energy Alternatives & Efficiency
- SM** Online sales

**Booking deadline: 28 March**

**Artwork deadline: 30 March**

### JUNE 2022

**THEME:** LABELLING, PACKAGING, CAPS & CLOSURES

**FEATURES:**

- N** Winetech Preview
- GG** Soil Management & Nutrition
- WM** Crushing & Pressing; Winery Tanks
- BT** Finance
- SM** Caps & Closures; Labelling & Packaging

**Booking deadline: 2 May**

**Artwork deadline: 4 May**

- N** News
- GG** Grapegrowing
- WM** Winemaking
- BT** Business & Technology
- SM** Sales & Marketing

# Where can you go in the GW?

Position yourself in the Grapegrower & Winemaker and take your opportunity to stand out to the decision makers in the wine industry.



## Grapegrower & Winemaker features for 2022 continued

### JULY 2022

**THEME:** VINTAGE 2022 REPORT

**FEATURES:**

<b>N</b>	2022 Vintage Report
<b>GG</b>	Frost Management
<b>WM</b>	Additives & Gases
<b>BT</b>	Industry HR Roundtable
<b>SM</b>	IT sales innovations

**Booking deadline: 6 June**

**Artwork deadline: 8 June**

### AUGUST 2022

**THEME:** EXPORTS – BOTTLED & BULK

**FEATURES:**

<b>GG</b>	Trellising, Posts & Equipment; Irrigation
<b>WM</b>	Refrigeration
<b>BT</b>	Winery Design & Construction
<b>SM</b>	Social Media

**Booking deadline: 4 July**

**Artwork deadline: 6 July**

### SEPTEMBER 2022

**THEME:** BARRELS, OAK & ADDITIVES

**FEATURES:**

<b>GG</b>	Pest & Disease
<b>WM</b>	Oak; Oak Alternatives; Barrel Storage
<b>BT</b>	Education & Training
<b>SM</b>	Wine Marketing

**Booking deadline: 1 August**

**Artwork deadline: 3 August**

### OCTOBER 2022

**THEME:** EQUIPMENT SURVEY

**FEATURES:**

<b>GG</b>	Mechanical Harvesting; Fertilisers & Vine Nutrition
<b>WM</b>	Winery Equipment
<b>BT</b>	Vineyard/Winery Valuation & Sales
<b>SM</b>	Bottling, Labelling & Packaging

**Booking deadline: 5 September**

**Artwork deadline: 7 September**

### NOVEMBER 2022

**THEME:** CELLAR DOOR – DIRECT TO CONSUMER

**FEATURES:**

<b>GG</b>	Fertilisers
<b>WM</b>	Winery Pumps
<b>BT</b>	Cellar Door/Wine Clubs IT
<b>SM</b>	Cellar Door Supplies

**Booking deadline: 30 September**

**Artwork deadline: 5 October**

### DECEMBER 2022

**THEME:** VINTAGE PREPARATION

**FEATURES:**

<b>GG</b>	Vintage Employment; Pest & Disease
<b>WM</b>	Wine Analytical Services & Equipment
<b>BT</b>	Bulk Wine Markets & Broking
<b>SM</b>	Bottling, Labelling & Packaging

**Booking deadline: 31 October**

**Artwork deadline: 2 November**

## We welcome editorial submissions!

Grapegrower & Winemaker welcomes innovative product & service updates.

### Editorial guidelines

- Editorial must be supplied by the client before deadline to ensure inclusion\*.
- Content must be newsworthy.
- \* At editor's discretion.

**FYI**

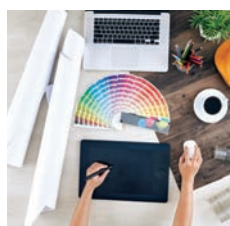
## How to submit advertisements

We want to display your advertisement to its full potential. If you have any queries about how to supply your artwork, please contact your sales representative.

### Files

Advertisements can be submitted as Press Ready PDFs. All finished artwork should be provided at 300dpi, CMYK, with fonts embedded. Images and logos submitted should be supplied at 300dpi, CMYK in either EPS, PDF or PSD format.

<b>N</b>	News
<b>GG</b>	Grapegrowing
<b>WM</b>	Winemaking
<b>BT</b>	Business & Technology
<b>SM</b>	Sales & Marketing



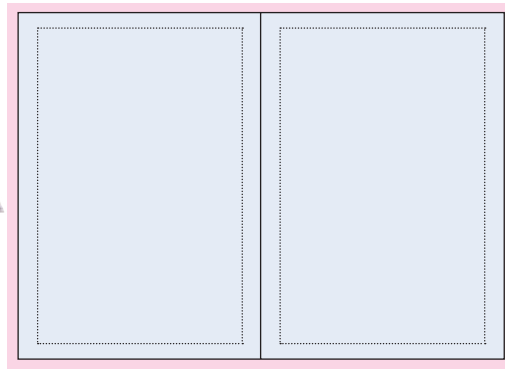
WE CAN BUILD YOUR AD CAMPAIGN, DESIGN YOUR GRAPHICS, AND SO MUCH MORE.

**Creative Services** \$200 per ad  
(includes 3 sets of edits, then \$100p/h thereafter)

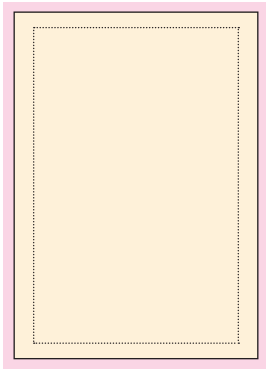
Maximise  
your reach  
by combining  
print & online  
advertising

# How much to be in the Grapegrower & Winemaker?

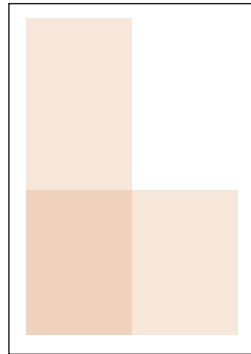
Ask us about our  
**NEW LOOK  
MARKETPLACE**  
And how YOU can be featured.



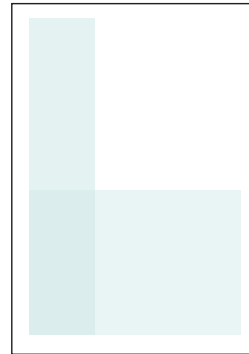
**Double page spread (DPS)**  
297mm high x  
420mm wide  
Plus 5mm bleed on  
all sides



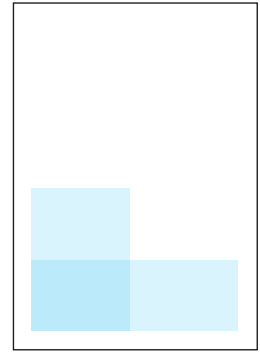
**Full Page (FP)**  
297mm H x 210mm W  
Plus 5mm bleed on all sides



**Half Page (HP)** (no bleed)  
Horizontal - 130mm H x 185mm W  
Vertical - 272mm H x 90mm H



**Third Page (TP)** (no bleed)  
Horizontal - 90mm H x 185mm W  
Vertical - 272mm H x 59mm H



**Quarter Page (QP)** (no bleed)  
Horizontal - 60mm H x 185mm H  
Vertical - 130mm H x 90mm H

## RATES (all excluding GST)

	Casual	3x Rate	6x Rate	12x Rate
Double page spread	\$4,620	\$4,200	\$3,885	\$3,150
Full page	\$2,465	\$2,310	\$1,945	\$1,680
Half page	\$1,525	\$1,420	\$1,315	\$1,155
Third page	\$1,040	\$945	\$895	\$790
Quarter page	\$895	\$790	\$735	\$655
Flysheet	\$528 per issue (see over)			
Latest Issue	\$5,000 PA (see over)			
Creative Services	\$200 per ad (inc 3 edits, then \$100 PH)			

Preferred Position – Loading 10%; Covers 20%. Agency Commission 10%.

## Inserts - Catalogues, Brochures, Flyers, CDs

By Arrangement;  
Cost to insert in the  
Australian & New Zealand  
run of the magazine: single  
sheet \$1450, 4 pages  
\$1635, 8+ pages \$2270  
We can also insert for  
individual Australian states;  
National only; New Zealand  
only; Overseas. Ask for a  
quotation.  
Inserts need to be 290mm  
deep x 195mm wide (or  
smaller). A4 size is too large  
to insert and is treated as an  
'onsert' (placed in the plastic  
bag next to the magazine).  
All prices exclude GST.



### Weight Loading

For inserts/onserts:  
100gm = 10% loading  
150gm = 15% loading  
200gm = 20% loading  
250gm = 25% loading  
500gm = 50% loading  
500+ = POA



Maximise  
your reach  
by combining  
print & online  
advertising

# How much to be in the Grapegrower & Winemaker?

## Save money with print and online package deals

Choose one of our affordable packages shown here or let us build a custom program that suits your individual needs.

### Platinum

Offer exclusive to one  
advertiser each edition



up to 1000 word editorial  
PLUS 1 Full page ad



Tile advertisement on  
Daily Wine News (1 month)



Large tile advert on  
Winetitles Website (1 month)

**30% off**

Normal price: \$5,730

Package price: **\$4,005**

### Gold



Full page ad



Tile advertisement on  
Daily Wine News (1 month)



Large tile advert on  
Winetitles Website (1 month)

**25% off**

Normal price: \$3,570

Special price: **\$2,675**

### Silver



Half page ad



Tile advertisement on  
Daily Wine News (1 month)



Large tile advert on  
Winetitles Website (1 month)

**20% off**

Normal price: \$2,625

Special price: **\$2,100**

### Bronze



Quarter page ad



Tile advertisement on  
Daily Wine News (1 month)



Large tile advert on  
Winetitles Website (1 month)

**15% off**

Normal price: \$1,995

Special price: **\$1,695**

All prices exclude GST

## Looking for something different?



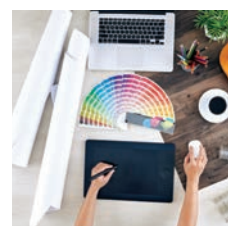
Flysheet

\$528 per issue



### Sponsor our "latest issue" announcements

Place your ad in  
our email which is  
distributed to all  
subscribers monthly  
\$5,000 PA



WE CAN BUILD  
YOUR AD  
CAMPAIGN,  
DESIGN YOUR  
GRAPHICS, AND  
SO MUCH MORE.

**Creative Services** \$200 per ad  
(includes 3 sets of edits, then \$100p/h thereafter)

**Contact: Louise Reid** [l.reid@winetitles.com.au](mailto:l.reid@winetitles.com.au) (08) 8369 9513